

Roll No. ....

**57555**

**BBA 6<sup>th</sup> Semester (N.S.) 2014-17**

**Examination – July, 2021**

**E-COMMERCE**

**Paper : BBAN-605**

Time : Three hours ]

[ Maximum Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

*Note : Section-A is compulsory. Attempt four questions from Section-B, Selecting at least one question from each Unit.*

**SECTION – A**

1. Write short notes on the following :

- (i) Plastic Money.
- (ii) Integrating e business applications.
- (iii) Data encryption.
- (iv) Network security.
- (v) E-commerce in wholesale.

**SECTION - B**

**UNIT - I**

2. Discuss the advantages of selling online compared to offline. What are the disadvantages ?
3. Explain the driving forces of e-commerce. What factors affect the e-commerce transactions ? Specify the categories of e-commerce.

**UNIT - II**

4. Discuss the IT infrastructure related requirements for online business in India.
5. Explain the mechanism to address the challenges related to online trust, security and individual privacy.

**UNIT - III**

6. (a) How the e-commerce tools have helped retailers ?  
(b) Explain the benefits of e-retailing from business perspective.
7. How the services of retail sector could be improved by e-commerce.

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**UNIT - IV**

8. A retail cloth manufacturer is considering e-payments for both his suppliers and buyers. Explain in detail the security shall he keep for these transactions ?
9. Explain the functionality and pitfalls of virtual organisations.

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